

From: "Weirich, Amy" <Amy.Weirich@scdag.com>
To: "Dunavant, Michael (USATNW)" <Michael.Dunavant@usdoj.gov>
CC: "Howard Robertson" <trusthoward@gmail.com>
"William Gibbons \wgibbons\)" <wgibbons@memphis.edu>
"Madden, Ursula" <ursula.madden@memhistn.gov>
larry.laurenzi@usdoj.gov
"Green, Cherri \USATNW\)" <Cherri.Green@usdoj.gov>
Jim.Strickland@memhistn.gov
Michael.Rallings@memhistn.gov
Date: 11/1/2017 5:33:11 PM
Subject: Re: Fed Up recap
Attachments: image001.png

I agree with Mike. We will be more than happy to post it to our office website and FB.

Sent from my iPad

On Nov 1, 2017, at 1:19 PM, Dunavant, Michael (USATNW) <Michael.Dunavant@usdoj.gov> wrote:

Howard,

It was very nice to meet with you and Mayor Strickland on October 23, and to learn more about the "Fed Up" media campaign to target and deter gun crime. I was especially impressed with Mr. Jerald Trotter, his story, and his willingness to be involved in this important public awareness initiative. I also agree with the recommended next steps for the media campaign, including using Mr. Trotter as an effective anti-gun spokesperson to the community. I am in full support of this campaign, and my office will be willing and available to give active participation in any related events in the future.

Following our meeting, I have instructed my PIO to include the "Fed Up" campaign language, reference, and tag line to every press release in which we announce an indictment, conviction, or sentencing on any federal offense involving a firearm. Please see the attached press release from October 25, wherein we included and highlighted the "Fed Up" campaign language for the first time in an armed carjacking case.

Although I can see that visitors to the OSC website have increased as a result of the Fed Up campaign, and the video message can be viewed there, I do not see where you have posted or broadcast the video on any other public websites or social media platforms where it could also be easily viewed and shared. Have you given thought to promoting the video message by expanding the digital footprint in that way? I think it might be a good way for many of our community and law enforcement partners to be able to refer to the campaign, provide a link on our websites, and to further promote the message.

I look forward to working with all of you in the future to use all available resources in both proactive and reactive ways to combat the violent and gun crime issues that we face. Please call upon me any time.

D.Michael Dunavant
United States Attorney
Western District of Tennessee

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Memphis, Tennessee 38103
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<image001.png>

From: Howard Robertson [<mailto:trusthoward@gmail.com>]
Sent: Tuesday, October 24, 2017 3:12 PM
To: Dunavant, Michael (USATNW) <MDunavant@usa.doj.gov>; Weirich, Amy <amy.weirich@scdag.com>; William Gibbons (wgibbons) <wgibbons@memphis.edu>; Madden, Ursula <ursula.madden@memphistn.gov>
Subject: Fed Up recap

Good afternoon,
Thank you for your attendance at yesterday's meeting with Mayor Strickland. As requested, please find the Fed Up Media Recap attached.

Cordially,
H

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Howard Robertson
President & CEO
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<Convicted Felon Pleads Guilty to Shooting and Carjacking.pdf>

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